

# Competitive Events Update 2010

## 2009-10 Dues Increase

Wisconsin state dues increase approved at 09 SLC takes effect. New cost is \$5 per person. National dues stay consistent at \$6 for HS level and \$4 for ML.

## 2010 Theme

FBLA-PBL: Simply the Best!

## New Event

Computer Game & Simulation Programming (Internet App Programming is now retired)  
Digital Video Production now has a regional component (chapter event possibility)

## 2010 Topics

### **Business Financial Plan**

*You want to purchase and operate a Coffee Bar. The business is currently owned by a retiring couple who have owned the business for 20 years. Along with purchasing the business you need to update the surroundings and kitchen and turn the business into a health conscious business catering to individual tastes. The business will have an in-house bakery to include items for diabetics as well as gluten-free choices. Lunches and catering will be available.*

### **Business Presentation**

*A nationwide shortage of K-12 business education teachers now exists. The National Business Education Association (NBEA) is mounting a marketing campaign to address this shortage. Your task is to assist NBEA by developing a presentation for high school students on a career teaching business education. Areas of this presentation may include, but are not limited to, the following: (1) nature of the work, (2) working conditions, (3) employment opportunities, (4) training and other qualifications, (5) advancement, (6) other points about teaching that you would like to include, (7) student and teacher success stories, (8) professional opportunities to serve, and (9) professional networking with other teachers.*

### **Computer Game & Simulation Programming \*NEW\***

*You will develop an entertaining simulation/game where the protagonist navigates hazards/obstacles involving lack of knowledge, confidence, or experience that can be overcome with FBLA inspired powerups. Powerups should highlight FBLA benefits that increase the player's knowledge, confidence, and/or experience needed to overcome realistic challenges a student might face at school, college, or the workplace. The audience is for middle and high school.*

### **Desktop Application Design Programming**

*Create an application that will present a menu to choose between calculating mortgage or credit card balance reduction. This should be presented to an introductory screen that describes the two choices. The mortgage calculator choice should allow any four or five amounts (initial amount, down payment, interest, time, payment), then present the fifth to the user. The credit card reduction calculator should allow the input of balance and interest rate. Given this information, allow the input of amount of time or monthly payment then present the missing value to the user. In both cases, allow the user the option to print the information or calculate another value*

### **Digital Video Productions**

*Prepare a video for a retail business that will train employees on the methods of preventing theft. Topics in the video may include, but are not limited to, the following: physical barriers to prevent theft, electronic tags, learning to identify actions that could lead to store theft, and incentives for employees to catch thieves.*

## 2010 Topics Continued

### E-Business

*Your FBLA chapter has asked you to design a Web site for a special 2-day event that takes place over the 4<sup>th</sup> of July—your high school's 50<sup>th</sup> reunion. You must also plan all of the activities for both days. The activities may include, but are not limited to, the following: meals, a "Fun Run," tour of the school, and a concert. The participants should be able to sign up and pay for registration fees, meals, concert tickets, and any other events on the Web site. Included in the site should be a navigation bar to allow participants to view, select, and purchase all items and events. It must also offer a shopping cart, pricing, and payment information (including payment options), mailing options, and security/service information. You are not expected to have a "live" payment link.*

### Emerging Business Issues

*The US Federal government offered a bailout for the car industry—Chrysler, Ford, and General Motors. Should government require accountability of where the money is spent or leave it to the discretion of the CEOs and board of directors? Should the car industry be required to improve technology of the hybrid vehicles or fuel-efficient cars through research and sales of new vehicles? How should they show accountability and improvements? You should be prepared to argue either the affirmative that accountability is essential to the national economy or the negative that the CEOs and board of directors can handle the decisions concerning how to best improve the American-made vehicles.*

### Website Development

*Your local Chamber of Commerce is allowing individual civic groups and businesses to create pages on their Web sites. Your FBLA chapter decides to create a site on the Chamber Web site. You would like the local business community to know about some of the projects that you are completing. Additionally, you would like to visit local civic organizations and speak to the groups about your projects. The civic organizations can then help with your projects or perhaps allow you to use their facilities. Create the site that can then be attached to the Chamber of Commerce Web site to promote projects, potential speaking engagements, and overall community knowledge about FBLA.*

## Other Updates

- Format Guide has updates (References page)
- Help Desk competencies revised to align with the Help Desk Association

## Chaperone Policy

- In effect for RLC and SLC.
- 15:1 ratio is required

## Submission Policy

- All submissions MUST be placed into a 9x13 envelope.
- Envelopes must be labeled with event, participant name, school, and software used.
- See page 47 of the guidelines for clarification.

## Dress Code Update

- Nylons are no longer required for girls.
- Due to our locations this year, the following addendum has been added to the official dress code:

### **Wisconsin 2009-10 Clarification:**

Students participating in FBLA sponsored events, including leadership conferences and competitive events, may be removed/disqualified if the participant is not completely dry from a recent shower or water park experience.